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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Shubhasheesh Anand, et al.

Serial No.: 10/672,294

Filed on: September 26, 2003

) Confirmation No.: 9385
)
) Examiner: NYA
)
) Group Art Unit No.: 2141
)

For: Targeted Use of Search Results

Mail Stop Amendment
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Respectfully submitted,

Dated: 2/25/05

HICKMAN PALERMO TRUONG & BECKER LLP



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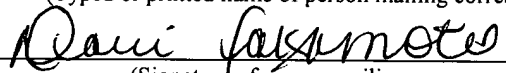
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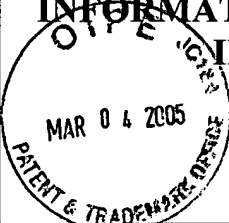
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INFORMATION DISCLOSURE CITATION IN AN APPLICATION (PTO-1449) 	ATTY. DOCKET NO. 50269-0600	SERIAL NO. 10/672,294
	APPLICANT: Shubhasheesh Anand	
	FILING DATE: September 26, 2003	GROUP: 2141

U.S. PATENT DOCUMENTS						
Exam. Initial*	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (If known)			
		6,434,745	B1	Conley, Jr. et al.	08-13-2002	

FOREIGN PATENT DOCUMENTS								
Exam. Initial*	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Office ³	Number ⁴	Kind Code ⁵ (If known)				
		WO	03/023680	A1	Yahoo! Inc.	03-20-2003		

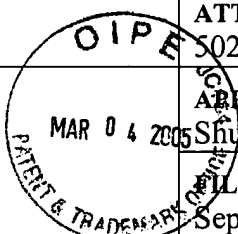
OTHER ART – NO PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	Translation ²
		Cooley, R. et al., "Web Mining: Information and Pattern Discovery on the World Wide Web" <i>IEEE</i> 1997, pages 558-567.	

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		APPLICANT: Shubhasheesh Anand	
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OTHER ART – NO PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	Translation²
		Gallagher, K. et al., "A Framework for Targeting Banner Advertising On the Internet" <i>IEEE</i> 1997, pages 265-274.	
		Notification of Transmittal of the International Search Report and the Written Opinion of the International Searching Authority received in PCT/US04/30073 (13 pages).	
		Current claims from corresponding case PCT/US04/30073.	

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